REMARKS/ARGUMENTS

This Amendment is filed in response to the Office Action dated May 10, 2010. In the Office Action, Claims 1-3, 7-11, 13-15, and 18 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over U.S. Patent 6,344,796 to Ogilvie et al. (*"Ogilvie"*) in view of U.S. Published Patent Application 2002/0130065 to Bloom (*"Bloom"*) in further view of U.S. Published Patent Application 2003/0200168 to Cullen, III et al. (*"Cullen"*). Claims 12 and 16-17 have been rejected under 35 U.S.C. § 103(a) as being unpatentable over *Ogilvie* in view of *Bloom* in further view of *Cullen* and U.S. Published Patent Application 2004/0211834 to Fleckenstein et al. (*"Fleckenstein"*). Claim 19 has been rejected under 35 U.S.C. § 103(a) as being unpatentable over *Ogilvie* in view of *Bloom* in further view of *Cullen* and U.S. Published Patent Application 2005/0038758 to Ben-Shaul et al. (*"Ben-Shaul"*). The listed rejections are addressed below. For the Examiner's reference, Claims 20-86 were previously withdrawn in response to a restriction requirement and Claims 4-6 were previously canceled. In the current Amendment, Applicants have amended Claims 1, 7, 9, and 17. Claims 1-3 and 7-19 remain pending in the current application for the Examiner's consideration.

Independent Claim 1

Independent Claim 1 has been rejected as being unpatentable over *Ogilvie* in view of *Bloom* in further view of *Cullen*. Although Applicants do not agree with the current rejection of Claim 1, in order to expedite prosecution of the current application, Applicants have amended Claim 1 to further clarify the claimed invention over the cited art. For instance, Applicants have amended Claim 1 to recite a method comprising the steps of (1) providing the customer a web browser enhancement tool that resides in the customer's browser, the web browser enhancement tool is configured to record and retain the customer's selected ADL from the list of ADLs; (2) retrieving the ADL from the web browser enhancement tool for use in shipping the product to the customer upon notification that the customer has purchased the product; and (3) providing the ADL to the vender computer system to use as a shipping location for the product purchased

by the customer via the web browser enhancement tool automatically populating form fields of a vendor web page to provide the ADL address for upload to the vendor computer system.

On Page 5, the Office Action acknowledges that *Ogilvie* and *Bloom* fail to disclose the web browser enhancement tool. However, the Office Action suggests that paragraphs [0062] and [0167] of *Cullen* disclose such a tool. *Cullen* generally describes a comprehensive, web-enabled computer system and method for facilitating and managing all aspects of project work, while synchronizing communications, data and transaction processing across multiple user platforms. *See* Abstract. To implement the computer system and method, a bid item list is utilized to create configurable and scalable customized bid templates premised on the specific type of project work required. *Id.* Bid requests are generated from the customized bid templates for solicitation of vendor bid responses to the selected bid items provided by the bid template. *Id.*

Paragraph [0062] of *Cullen* describes user interfaces that are provided to vendors, buyers, contractors, and administrators by a bid web server through a vender module, a buyer module, a contractor module, and an administrative module, respectively. Further, paragraph [0062] of *Cullen* explains the vendor module populates web pages pushed to the vendors' browsers using data stored in particular vendor databases, the buyer module populates web pages pushed to the buyers' browsers using data stored in particular buyer databases, the contractor module populates web pages pushed to the contractors' browsers using data stored in a contractor database, and the administrator module populates web pages pushed to the administrators' browsers using data stored in a administrator database. Paragraph [0167] of *Cullen* describes that during completing a vendor response to a bid item selection, data fields may be directly populated from the vendor database with default vendor response data, such as vendor name and vendor address.

In contrast, the web browser enhancement tool recited in amended Claim 1 resides in the customer's browser, not in a separate system in communication with the browser. Unlike the browser enhancement tool recited in Claim 1, the vendor, buyer, contractor, and administrator modules described in *Cullen* reside on a bid web server in communication with a browser. Thus, in order for the web pages to be populated in *Cullen*, the browser must be in communication with

the bid web server. Further, the data used to populate the web pages in *Cullen* is stored in databases. In contrast, the ADL address used to automatically populate the form fields of the web page by the web browser enhancement tool recited in Claim 1 is recorded and retained by the tool, not a database.

For at least these reasons, Applicants respectfully submit that *Ogilvie*, *Bloom*, and *Cullen*, alone or in combination, fail to teach or suggest each and every feature recited in amended Claim 1. Accordingly, Applicants respectfully request the Examiner to withdraw the current rejection of Claim 1 under § 103(a).

Dependent Claims 2-3 and 7-19

Dependent Claims 2-3 and 7-19 have been rejected as unpatentable over various combinations of *Ogilvie*, *Bloom*, *Cullen*, *Fleckenstein*, and *Ben-Shaul*. Claims 2-3 and 7-19 depend from independent Claim 1 and therefore include all the features of Claim 1 plus additional features that further define the invention over the prior art. Accordingly, for at least the reasons set forth above with regard to independent Claim 1 and the additional features that further define the invention over the prior art, Applicants respectfully submit that these claims are also in condition for allowance. Therefore, Applicants respectfully request the Examiner to withdraw the current rejection of these claims under § 103(a).

Conclusion

The foregoing is submitted as a full and complete response to the Office Action mailed May 10, 2010. The foregoing amendments, when taken in conjunction with the appended remarks, are believed to have placed the present application in condition for allowance, and such action is respectfully requested. The Examiner is encouraged to contact Applicants' undersigned attorney at (404) 881-7640 or e-mail at chris.haggerty@alston.com to resolve any remaining issues in order to expedite examination of the present application.

The patentability of the independent claim has been argued as set forth above and thus Applicants will not take this opportunity to argue the merits of the rejection with regard to each

dependent claim. However, Applicants do not concede that the dependent claims are not independently patentable and reserve the right to argue the patentability of the dependent claims at a later date if necessary.

It is not believed that extensions of time or fees for net addition of claims are required, beyond those that may otherwise be provided for in documents accompanying this paper. However, in the event that additional extensions of time are necessary to allow consideration of this paper, such extensions are hereby petitioned under 37 CFR § 1.136(a), and any fee required therefor (including fees for net addition of claims) is hereby authorized to be charged to Deposit Account No. 16-0605.

Respectfully submitted,

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